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**В П Т Б**  
**Фонд Экспертов**

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**(56) Documents cited**

**GB A 2114345**

**GB A 2105889**

**GB A 2070305**

**GB 1278836**

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DE A 2506936

**(58) Field of search**

**G4N**

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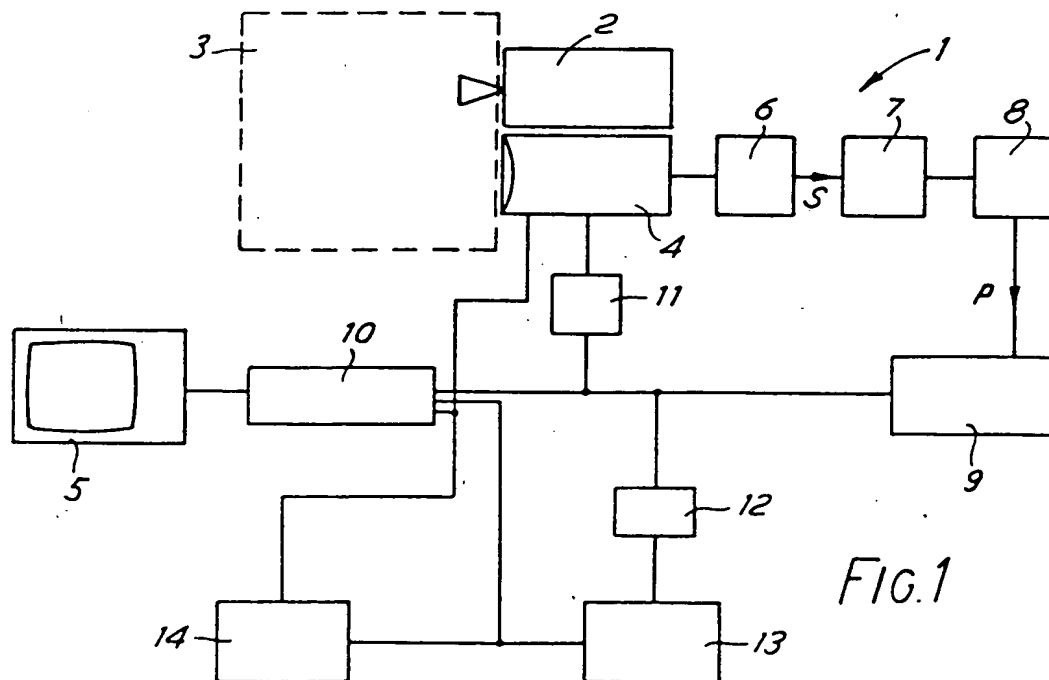
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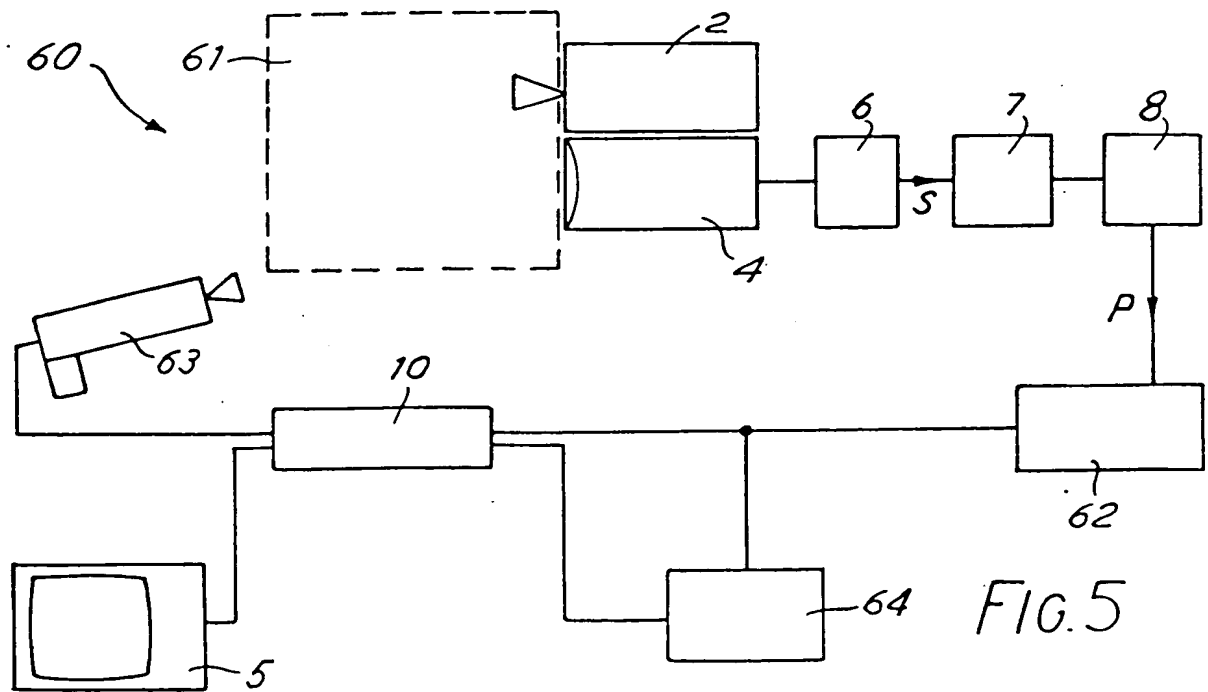
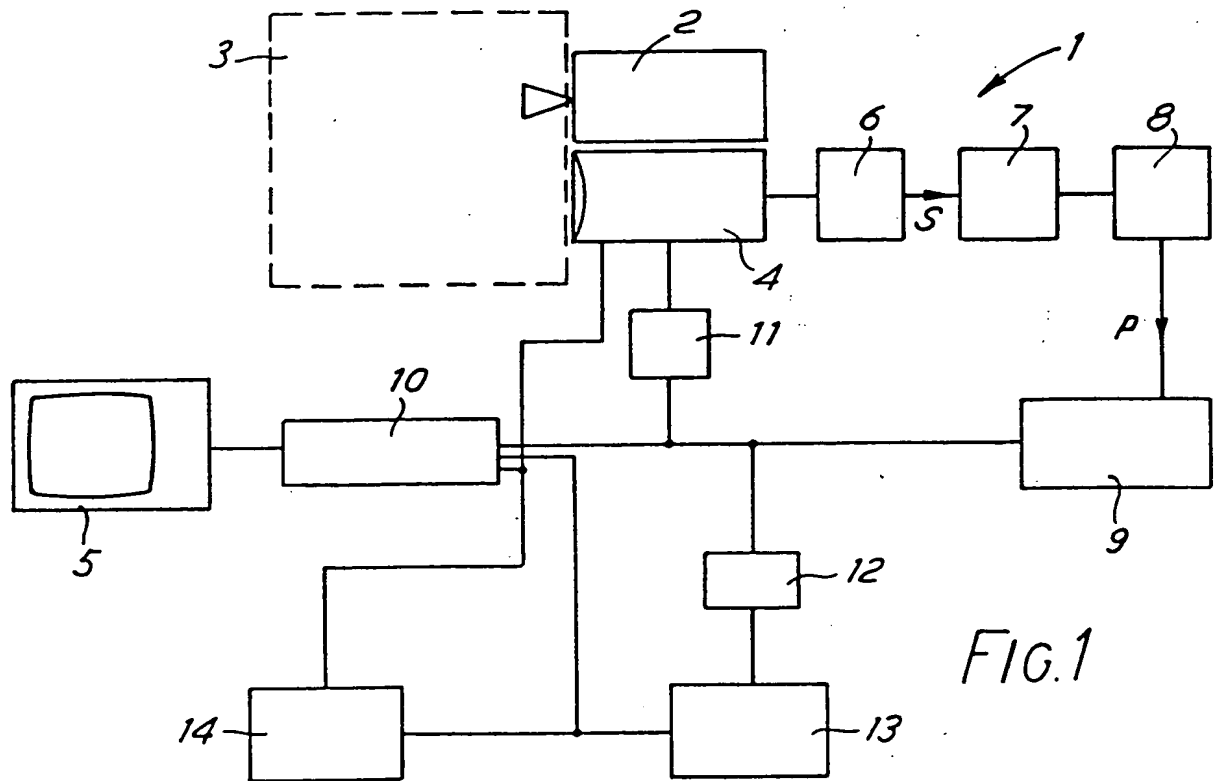
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**(54) Display apparatus**

(57) A video display 1 for advertising in a shop has an ultrasonic transmitter 2 which broadcasts continuously a signal of 27K Hz throughout the customer area 3 of the shop. Adjacent to transmitter 2 there is located an ultrasonic receiver 4 directed towards area 3 thereby to receive any ultrasonic waves reflected off objects in the area. Any moving object generates a change in the ultrasonic waves reaching receiver 4; when a comparator monitor 6 notes such a change, a video tape recorder 10 is activated in order to play back, on television receiver 5, a video tape of an advertisement.



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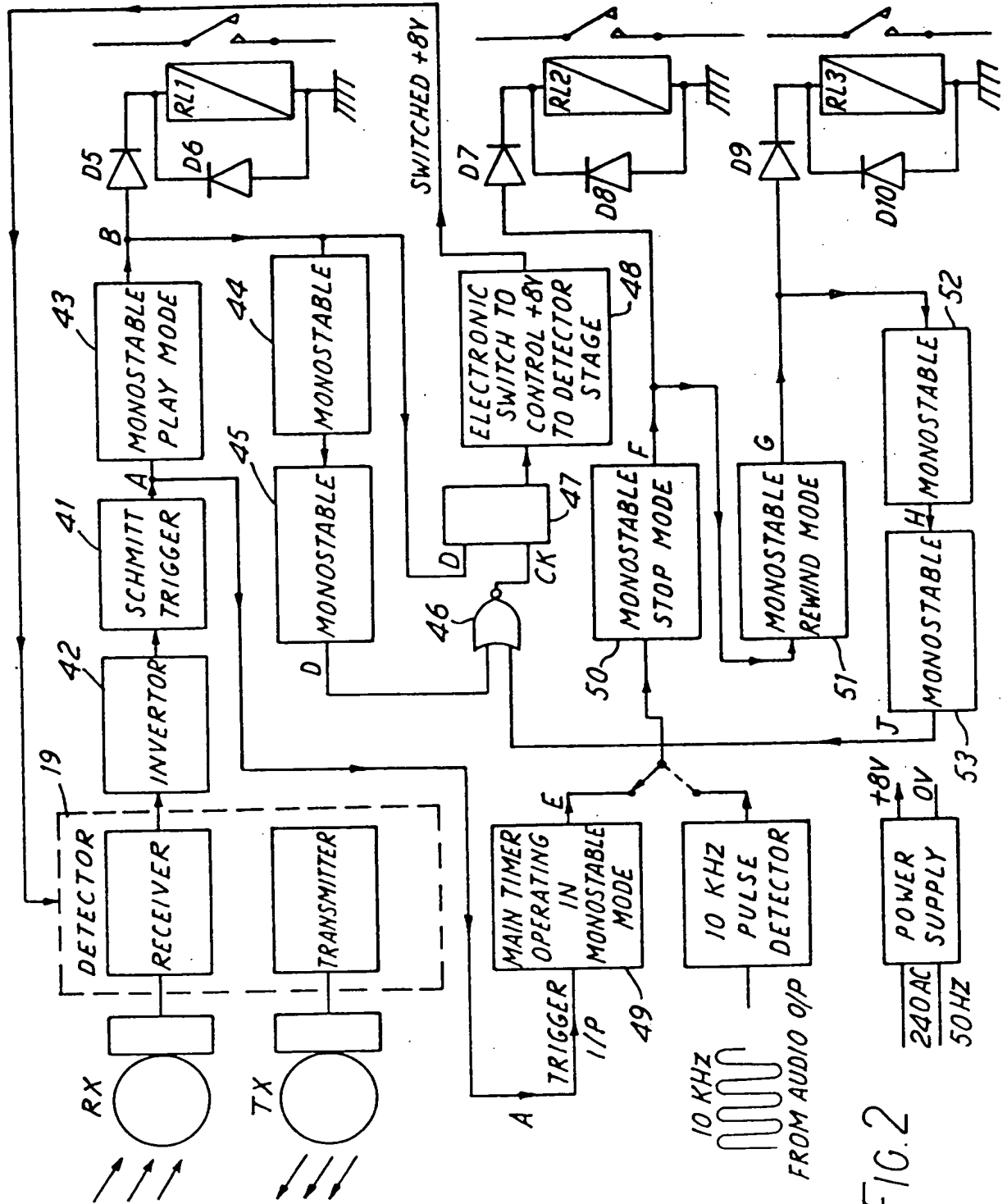
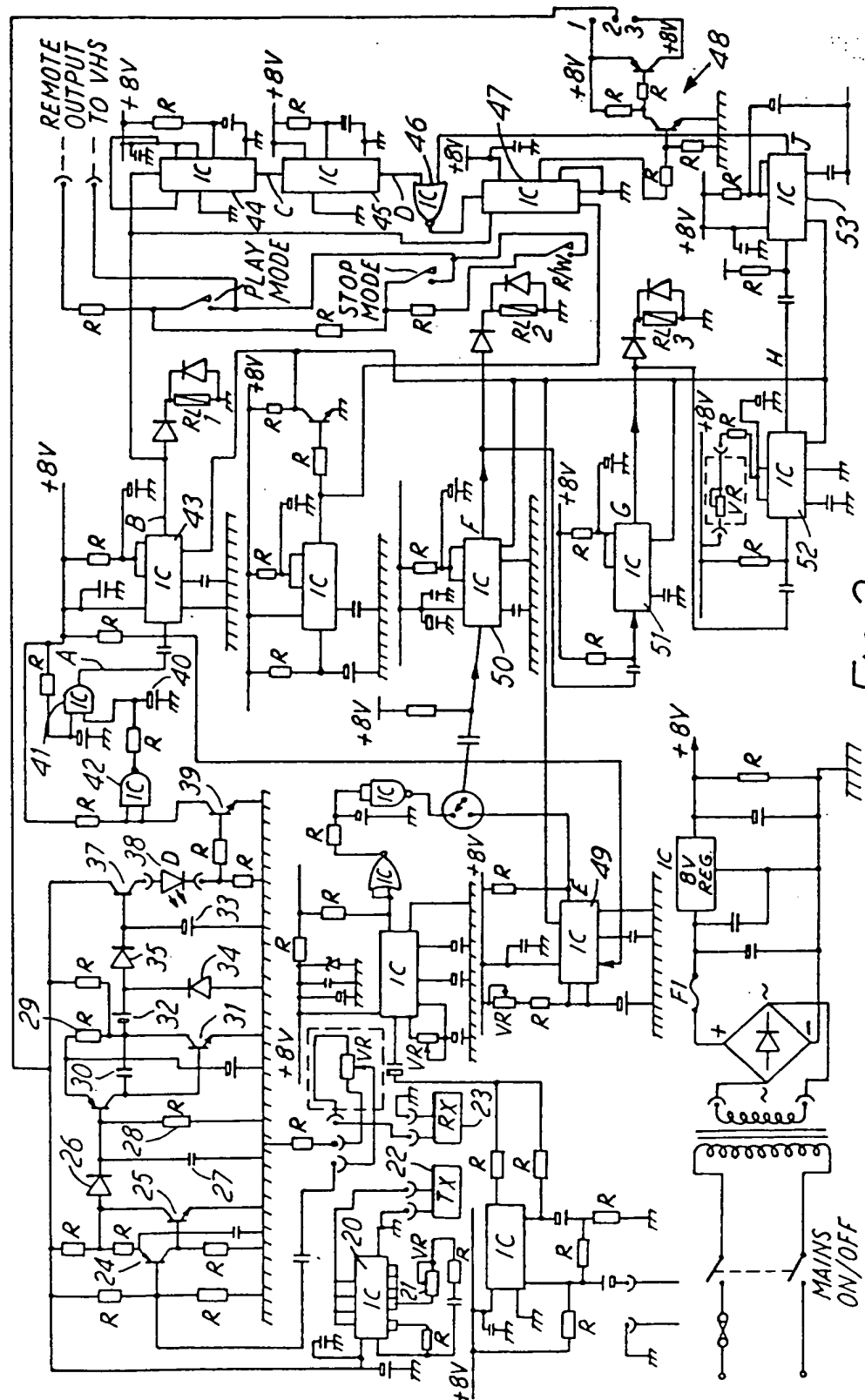


FIG. 2



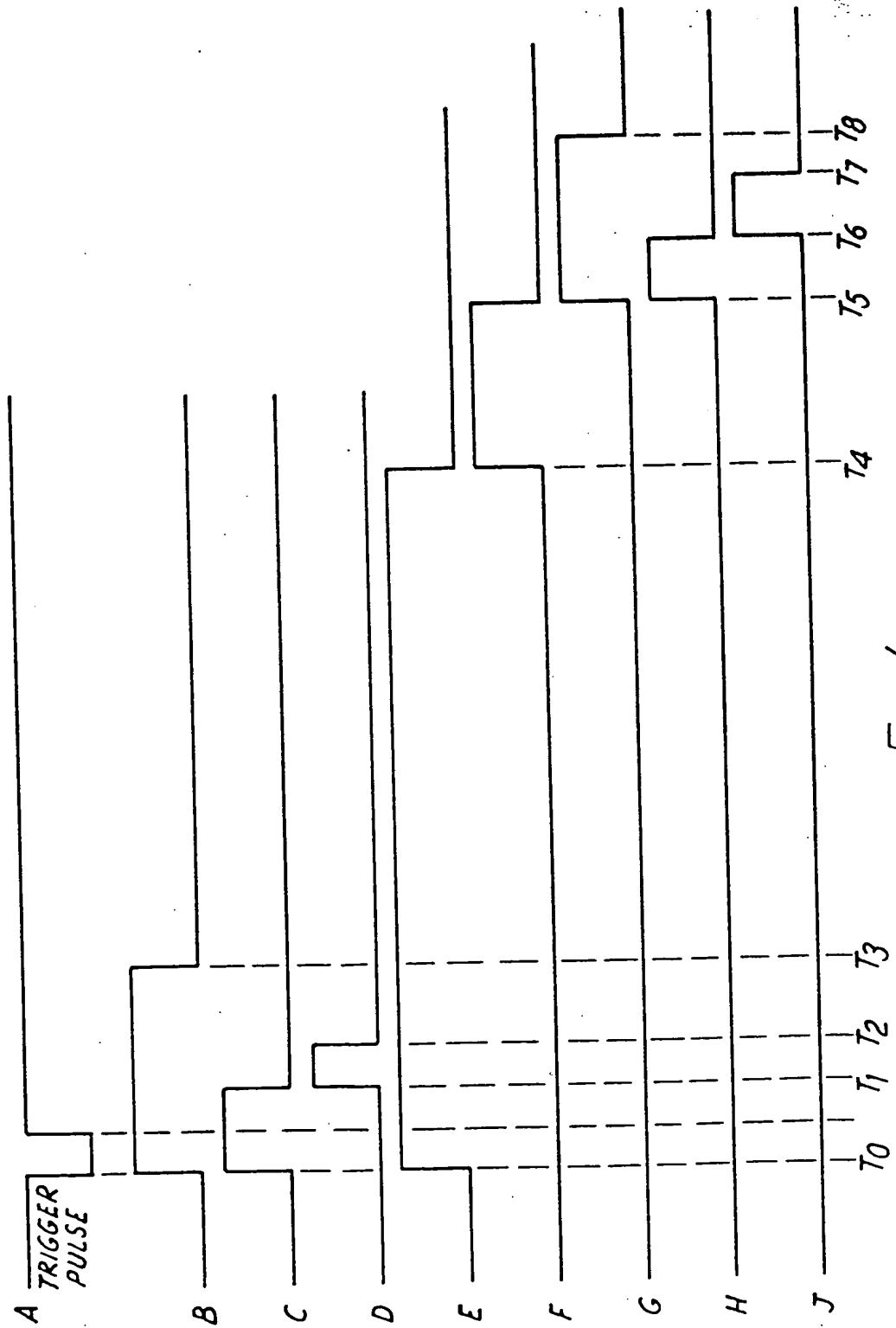


FIG. 4

are "on heat").

In one monitor system, a video tape recorder and associated video camera are controlled to turn on automatically at predetermined intervals and remain on for a specified time. The system may be used such that, when so activated, a video recording is made of the area and/or such that the image from the video camera is displayed at a remote monitoring station (e.g. the guardhouse). In one form, the system is activated solely according to this dependent operation. In another form, the time-dependent operation is added to the monitor system described with reference to Fig. 5; thus a recoding is made regularly even if no movement is detected in the zone being monitored.

#### CLAIMS

1. Display apparatus comprising means to reproduce a video recording, the video reproducing means being electrically connected to a television receiver, means to detect the presence of a person or object when moving in a predetermined region and means to activate, when the detector means indicates such presence, operation of the video reproducing means.

2. Display apparatus according to Claim 1, wherein the activation means operates, in use, the video reproducing means such as to play back a pre-recorded tape or disc for display on the television receiver which is positioned such that it can be readily seen from the predetermined region.

3. Display apparatus according to Claim 1 or Claim 2, wherein the detector means comprises an ultrasonic transmitter which, in use, sends out continuously a given signal to the region, and an ultrasonic receiver which detects any change to the received signal caused by movement of persons or of objects within that region.

4. Display apparatus according to Claim 3, wherein the detector means comprises means to identify a Doppler-shift in the received signal.

5. Display apparatus substantially as hereinbefore described with reference to and as illustrated in Fig. 1 or in Figs. 2, 3 and 4 of the accompanying drawings.

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